



GUJARAT TECHNOLOGICAL UNIVERSITY

Programme: Master of Business Administration

Semester: 3

Branch: Innovation, Entrepreneurship and Venture Development

Subject Name: Project Management

Subject Code: 2539403

Rationale: Project Management is the application of processes, methods, skills, knowledge and experience to achieve specific project objectives according to the project acceptance criteria within agreed parameters. It is believed that to run a start-up or establish a new venture is similar to work on a specific project. Project Management is the science and art of organizing all the components of Project. This course will help budding entrepreneurs to implement the fundamentals of Project Management for successful venture development.

Course Scheme:

Teaching Scheme			Credits	Examination Marks				Total Marks
L	T	P		C	Theory		Practical	
					ESE (E)	PA(M)	ESE (V)	PA (I)
4	0	0	4	70	30	0	50	150

Course Outcomes:

Sr. No.	Course Outcomes
CO1	To Understand basics of Project Management for Entrepreneurship
CO2	To Apply various concepts for Project Implementation and Evaluation
CO3	To Analyze the Project Team requirements and strategic implications for termination
CO4	To Evaluate various Project Financing requirements in Indian perspective

Course Content:

Unit No.	Content	No. of Hours	Marks
1	<p>Introduction to Project Management:</p> <p>Concept of project – classifications (waterfall & agile) – project risk – scope Project management – definitions – overview – project management life cycles and uncertainty Project planning – scope – problem statement – project goals – objectives – success criteria – assumptions – risks – obstacles – approval process</p>	7	14
2	<p>Project Implementation:</p> <p>Project implementation – project resource requirements – Types of resources – men – materials– finance Project monitoring – evaluation – control – marketing aspects in the project</p> <p>Project Evaluation:</p> <p>Planning for monitoring and evaluation – project audits – project management information system – project scheduling – PERT & CPM (only theory)</p>	12	21



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3	Project Team: Project team management – recruitment – organizing – human resources – team operating rules – project organization – various forms of project organizations – project organization charting – practical aspects – legal aspects – global tender – negotiations – insurance Closing the project – types of project termination – strategic implications – termination strategies – evaluation of termination possibilities	14	21
4	Project Financing: Sources of Funds (Long term & Short term) - Types of ownership Securities - Types of Debt - Term loans, lease, debentures and bonds Hybrid Securities: Preference Shares, convertible bonds - Project Financing In India – Guidelines, Financing of Export oriented units, Financing of small scale units, Financing of Infrastructure Projects, etc. Tax benefits to Start-up (Start-up Indian Portal)	7	14
Total Hours/Marks:			40/70

Suggested Specification Table For Question Paper Design:

Unit No.	Unit Title	Teaching Hours	Distribution of Theory Marks (Assessment as per Revised Bloom's Taxonomy Level*)						Total Marks
			RM	UN	AP	AN	EL	CR	
I	Module-1	5	0	7	7	0	0	0	14
II	Module-2	15	0	6	8	7	0	0	21
III	Module-3	15	0	6	7	8	0	0	21
IV	Module-4	5	0	0	0	0	14	0	14
	Total	40	0	19	21	15	14	0	70

***RM: Remember, UN: Understand, AP: Apply, AN: Analyze, EL: Evaluate, CR: Create**

Note: This specification table provides general guidelines to assist student for their learning and to teachers to teach and question paper designers/setters to formulate test items/questions to assess the attainment of the UOs. The actual distribution of marks at different taxonomy levels in the question paper may slightly vary from above table.

Suggested Student Activities for Progressive Assessment (PA): (50 Marks)

Evaluation:

Students shall be evaluated on the following components:

Internal Evaluation	(Internal Assessment- 50 Marks)
All the student innovators have to give presentation and apply the fundamental principles of Project Management to establish his/her venture and evaluate the plan over a period of time for improvements.	50 marks



Suggested Learning Resources:

S. No.	Title of Book	Author	Publication with place, year and ISBN
1	Project Management-The Managerial Process	Clifford F Gray, Erik W Larson Rohit Joshi	Mcgraw-Hill Publishing
2	Project Management and Appraisal	Khatua	Oxford Publication
3	Total Project Management-The Indian Context	P K Joy	Macmillan India Ltd
4	Project Management	Pinto	Pearson
5	Project Management- A Managerial Approach	Jack Meredith, Samuel J. Mantel Jr	John Wiley and Sons
6	Project Management For Business And Technology	John M Nicholas	Prentice Hall Of India Pvt Ltd
7	Project Management	Gopalakrishnan	Mcmillan India Ltd

List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc.

1. Journal of Modern Project Management
2. International Journal of Project Management
3. Project Management Journal
4. International Journal of Project Organization and Management